



**“VisitorTrack is easy to implement and manage,
the pricing model makes it a no-brainer”**

- Ellen Bossert, VP Marketing

Validate Business Opportunities

When Ellen Bossert, Vice President of Marketing for I-Behavior evaluated VisitorTrack, she initially thought that it would be used as a lead generation tool for her sales team. Upon implementing VisitorTrack she realized that the technology could provide intelligence in other areas of the sales and marketing process. Ellen shared that “typically our sales team works in defined verticals. Our territory managers know the key players in their assigned vertical. VisitorTrack evolved as more of a validation tool than a generator of new prospects.” The selling team receives automated Hot Lead alerts from the VisitorTrack platform when named accounts and prospects are researching on the I-Behavior website. Ellen reported, “The Hot Lead gives (the Sales Team) intelligence on targets that are most active on our

website. It allows them to prioritize their prospects and validates that their targets are engaging on the website.” Ellen said that for I-Behavior, “The technology is easy to implement and manage, and honestly, the pricing model makes it a no-brainer”.

A Pulse On The Marketplace

VisitorTrack offers the ability for users to gain intelligence on which companies are visiting specific web pages within the site. Ellen implemented this feature in a very unique way. Ellen stated that “by setting a triggers on specific pages within her website, she is quickly able to identify when there has been a media release pertaining to I-Behavior. VisitorTrack gives me another source to monitor the news that is out there, and gives me a pulse on what is happening in the marketplace”

Key Takeaways

I-Behavior (now KBM Group, part of the Wunderman network of companies) helps clients reach the right consumers across the right channel. I-Behavior offers cooperative, digital, and interactive marketing services.

- Not just lead generation, I-Behavior uses VisitorTrack for lead validation
- Visitortrack gives I-Behavior a “pulse” on marketplace activity
- Easy to implement and manage

I-Behavior (now KBM Group, part of the Wunderman network of companies) helps clients reach the right consumers across the right channel. I-Behavior offers cooperative, digital, and interactive marketing services. Only KBM Group’s iBehavior data cooperative has the data intelligence and statistical expertise that comes from more than a decade of aggregating and modeling the SKU-level purchase history of more than 190 million individual consumers. www.i-behavior.com.

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor’s flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers’ decision journey resulting in more sales and higher margins. For details, please visit www.netFactor.com.